

SUBURBAN ASSOCIATES  
210 South Broad Street  
Ridgewood, N.J. 07450  
Phone: (201) 652-2223

TO: Phillip Morris / Winona DATE 12-18-82  
S.A. JOB NO. 11727  
CLIENT'S JOB NO. Winona  
ATTENTION OF: Karen Eisen SHIPPED VIA Karen Eisen, Phillip Morris  
SUBJECT: Cigarette smokers CERTIFIED/WAYBILL #         
AREA: Bergen Mall - Paramus NJ  
SHIPMENT # 1

QUOTA GROUPS	<u>Males</u>	<u>Females</u>				TOTAL
TOTAL QUOTA	<u>~ 19</u>	<u>~ 16</u>				<u>35</u>
# OF INTERVIEWS ENCLOSED	<u>13</u>	<u>21</u>				<u>34</u>
# OF INTERVIEWS SHIPPED PREVIOUSLY	<u>0</u>	<u>0</u>				<u>0</u>
TOTAL SENT TO DATE	<u>13</u>	<u>21</u>				<u>34</u>
BALANCE TO BE COMPLETED	<u>0</u>	<u>0</u>				<u>0</u>

MATERIAL RETURNED:

NO. OF VALIDATION SHEETS \_\_\_\_\_  
NO. OF CALL RECORD/TALLY SHEETS \_\_\_\_\_  
NO. OF TERMINATED SCREENERS \_\_\_\_\_  
NO. OF ADS \_\_\_\_\_  
NO. OF FILMS \_\_\_\_\_  
NO. OF CONCEPTS \_\_\_\_\_  
NO. OF PRODUCT \_\_\_\_\_  
NO. OF OTHER Quota Sheet - 1

Completed Interviews  
POSTAGE: \_\_\_\_\_